

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM371046

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|---|--|-----------------------|-------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Crane & Co., Inc. | | 01/25/2016 | CORPORATION: MASSACHUSETTS |
| RECEIVING PARTY DATA | | | |
| Name: | Crane Stationery, LLC | | |
| Street Address: | 150 West 22nd Street | | |
| Internal Address: | 5th Floor | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10011 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: MASSACHUSETTS | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3331775 | LETTRA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4135672079 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 4135672076 | | |
| Email: | kmr@hblaw.org | | |
| Correspondent Name: | Mary R. Bonzagni | | |
| Address Line 1: | 171 Dwight Road | | |
| Address Line 2: | Suite 302 | | |
| Address Line 4: | Longmeadow, MASSACHUSETTS 01106 | | |
| ATTORNEY DOCKET NUMBER: | 89029G.A.1006 | | |
| NAME OF SUBMITTER: | Mary R. Bonzagni | | |
| SIGNATURE: | /Mary R. Bonzagni/ | | |
| DATE SIGNED: | 01/28/2016 | | |
| Total Attachments: 2 | | | |
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| source=Signed-US3331775#page2.tif | | | |

CH \$40.00 3331775

PARTIAL TRADEMARK ASSIGNMENT

WHEREAS, Crane & Co., Inc., a Massachusetts corporation, having a principal place of business at One Beacon Street, 17th Floor, Boston, MA 02108 (hereinafter "Assignor"), has adopted, used and is the owner of the trademark LETTRA ("the MARK") in connection with goods in International Class 16;

WHEREAS, Assignor is the owner of a federal registration for the MARK on the Principal Register of the United States Patent and Trademark Office in connection with goods in the International Class identified above, namely, U.S. Trademark Registration No. 3,331,775, registered on November 6, 2007 ("the REGISTRATION"); and

WHEREAS, Crane Stationery, LLC, a Massachusetts limited liability company, having a principal place of business at 150 West 22nd Street, 5th Floor, New York, NY 10011 (hereinafter "Assignee"), desires to acquire partial ownership rights in the MARK and the REGISTRATION, specifically related to goods in International Class 16, as identified in attached Table A;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby partially assigns to Assignee rights and interest in and to the MARK and the REGISTRATION for the goods in International Class 16 listed in attached Table A, together with the goodwill of the business symbolized by the MARK for these goods, and the right to seek remedies for infringements of the MARK and the REGISTRATION for these goods and to collect and retain all damages and profits for such infringements.

Signed and sealed this 25th day of January, 2016, at Boston, MA

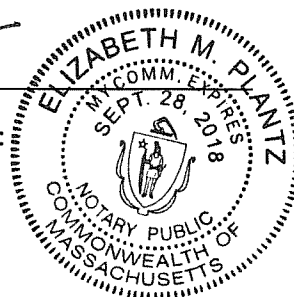
(city, state).

CRANE & CO., INC.

James W. Hackett, Jr.
James W. Hackett, Jr.
Vice President and General Counsel

On this 25th day of January, 2016, before me appeared James W. Hackett, Jr., to me personally known, and acknowledged that he executed the foregoing Partial Assignment as his free act and deed on behalf of Crane & Co., Inc. with authority to do so.

E. Plantz
Notary Public
My Commission Expires:



[89029G.A.1006/Assignments-ScheduleC-US3331775]

TRADEMARK
REEL: 005719 FRAME: 0033

Table A

| Country | Trademark | Int'l Class | Goods to be Assigned to Crane Stationery, LLC | Owner of Record | Reg. No./ Serial No. | Filing Date | Registration Date |
|---------|-----------|-------------|---|----------------------|---------------------------------------|----------------------|----------------------|
| US | LETTRA | 16 | paper, namely, letterpress paper; envelopes, stationery, greeting cards, printed invitations and invitation cards; birth announcements; business announcements; business cards; correspondence cards; greeting cards; holiday cards; note cards | Crane & Co., Inc. | RN: 3331775 SN: 78771928 | December 13, 2005 | November 6, 2007 |

[89029G.A.1006/Assignments-ScheduleC-US3331775]